

MODERN LEADERSHIP DEVELOPMENT

3 New Insights to Drive Effectiveness

skillsoft®



EFFECTIVE AND ENGAGING LEADERSHIP LEARNING

In this increasingly digital, fast-paced, and competitive corporate environment, leadership development is a vital component to an organization's ability to retain and grow its competitive advantage. No organization can function and flourish without clear leadership. Increasingly though, leaders are being asked to step up to lead with little or no formalized training. Organizations struggle to identify effective, scalable, and affordable training methodologies that also won't disrupt productivity or be too time consuming.

What does the modern leader need? Today's leaders want content and learning experiences that are effective, engaging, portable, personalized, and available on-demand 24/7. With all of this in mind, the way an organization enables and supports their leaders, and future leaders, must change.

In this eBook we'll explore three research-backed findings from recent Skillsoft studies that point to a shift in how leadership development can be delivered more effectively and what learners need to succeed in their growth plans. Skillsoft delivers an evidence-based leadership learning solution that meets organizations and individuals where they are, with the topics and structure that will drive success.



ABOUT THE RESEARCH

MASTERING LEADERSHIP DEVELOPMENT FOR A DIGITAL ECONOMY, 2019

Skillsoft and the Human Capital Media Research and Advisory Group — the research arm of Chief Learning Officer — recently partnered for the Modernizing Leadership for a Digital Economy survey. The survey examines what leadership competencies are being prioritized, what are the roadblocks for modernization and how is leadership development delivered to meet the needs of the business.

[DOWNLOAD HERE](#)

MASSACHUSETTS INSTITUTE OF TECHNOLOGY NEUROSCIENCE RESEARCH INITIATIVE, 2019

In 2019, Skillsoft and Accenture completed a two-year long sponsored neuroscience research initiative with the Massachusetts Institute of Technology (MIT). The research study was divided into three phases with the goal to scientifically validate which instructional design methodologies have the most impact on the effectiveness of video-based instruction. Over 700 Accenture employees participated in the study.

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VIDEO DESIGN RESEARCH SURVEY, 2019

Skillsoft engaged an independent design-focused research firm (Mad*Pow) to conduct a comprehensive survey to better understand user preferences among learners for certain types of video course instructional design. Over 1,700 qualified participants viewed and evaluated a randomized sequence of 8 different video design examples from a variety of providers. Each video was rated by the overall appeal of its visual design treatment, as well as perceived potential learning. Additionally, the videos were evaluated by dimensions including quantities of animation, narration/talking, motion/movement, and on-screen text/reading.

INSIGHT #1: ORGANIZATIONS ARE DISRUPTING THEIR APPROACH TO LEADERSHIP

Research conducted by Skillsoft in partnership with Human Capital Media indicates that organizations are flattening. Findings show there is a greater need for more trained leaders with a new competency set that requires collaboration, team empowerment, agility and innovation. Organizations are changing their leadership competencies to become more competitive and thrive in the digital economy. A full 98% of participants agreed that leaders must drive innovation for their organization to be successful.¹ Whether in a formally designated leadership role or not, more employees need to be trained and ready to take on leadership capacities on short notice.



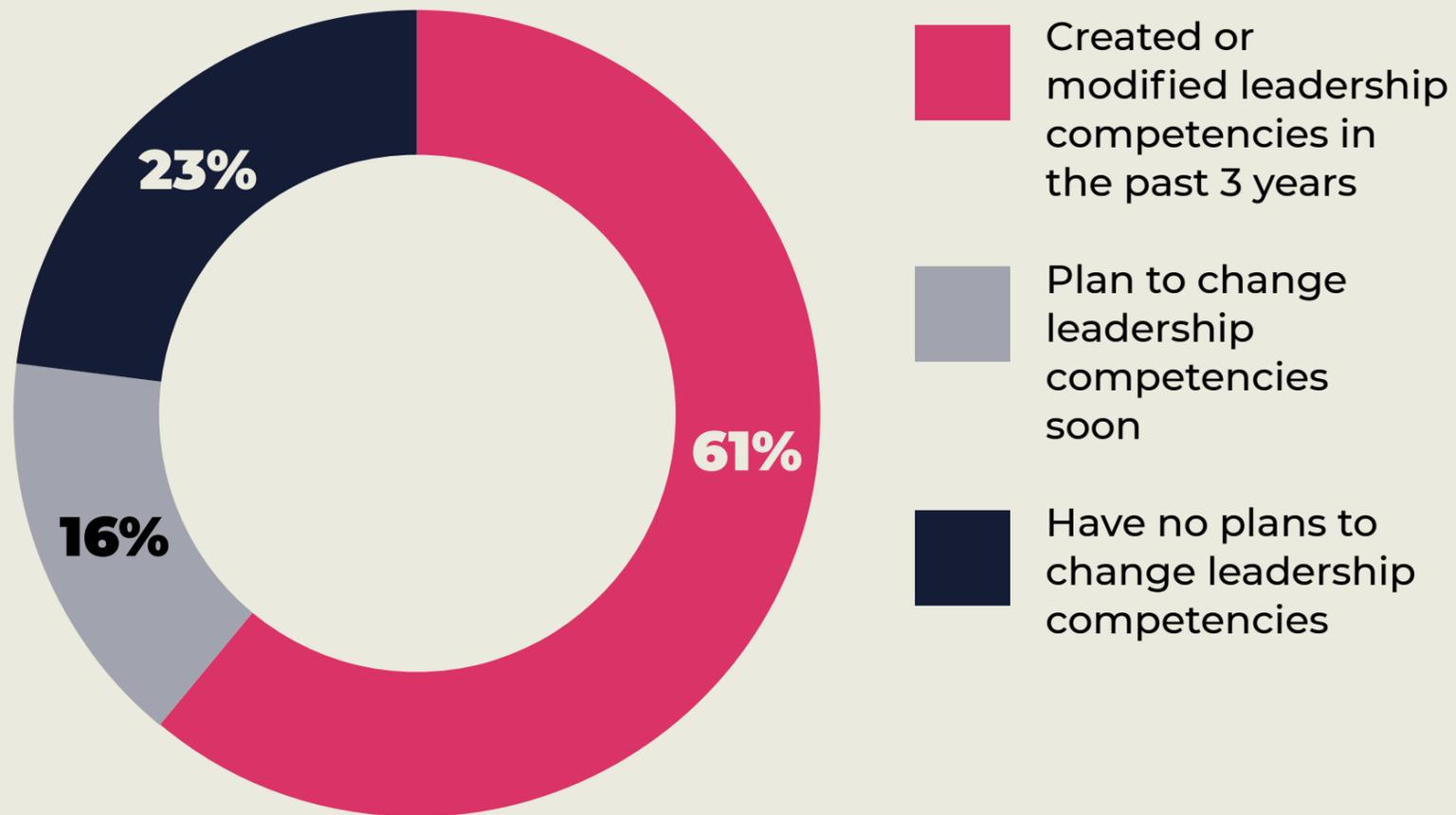
98% of participants agreed that leaders must drive innovation for their organization to be successful.²

¹ “Mastering Leadership Development for a Digital Economy.” Skillsoft in partnership with Human Capital Media Research, 2019.

² “Mastering Leadership Development for a Digital Economy.” Skillsoft in partnership with Human Capital Media Research, 2019.

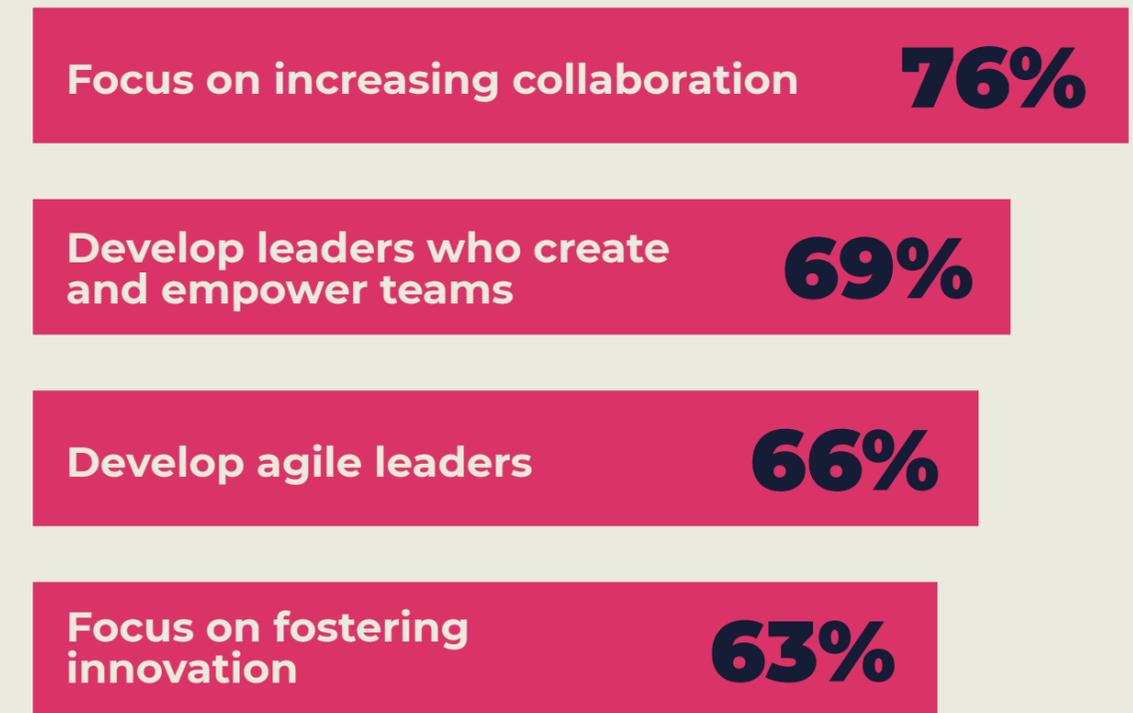
77% OF ORGANIZATIONS HAVE CHANGED LEADERSHIP COMPETENCIES OR PLAN TO CHANGE THEM SOON

Updating Leadership Competencies



COLLABORATE, EMPOWER TEAMS, INNOVATE

How leadership development practices are changing



HOW SKILLSOFT DELIVERS: FOCUS ON MODERN LEADERSHIP COMPETENCIES

Skillsoft's Leadership Development Program addresses the changing way in which organizations need to develop their leaders by providing a scalable, cost-effective, and engaging leadership development experience designed for the modern, digital learner. The program teaches the most critical leadership competencies needed today, such as:

- **The Agile Leader**
- **Leading Virtually**
- **Leading Innovation**
- **Leading Through Change**
- **Embracing Diversity**
- **The Digital Leader**
- **The Adaptive Leader Customer First Leadership**
- **Women & Leadership**



Read more about how Skillsoft's curated content can help you democratize leadership

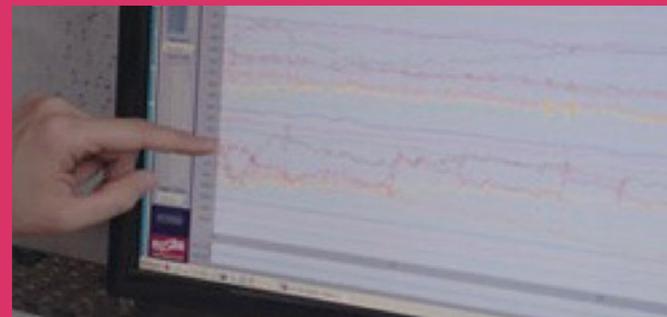
[READ MORE](#)

INSIGHT #2: NEUROSCIENCE RESEARCH SHOWS GREATER LEARNER ENGAGEMENT WITH SCENARIO-BASED COURSE DESIGN

Skillsoft partnered with Accenture and the Massachusetts Institute of Technology (MIT) to conduct a research initiative into the science of learning. Overwhelmingly, learners prefer scenario-based course content with storytelling versus an instructor-led course design.³ And even more importantly, the research proved scientifically that scenario-based content resulted in greater brain engagement, especially in the frontal lobe, as measured by brainwave activity using EEG technology. It also improved learning outcomes, as participants that watched the scenario-based video performed better on post-assessment than those who watched the instructor-led video. Results showed that simply providing an instructor to lecture on camera with a few concepts on screen in a bulleted format is the least engaging way to present critical concepts. These findings suggest that learners crave a storyline, a narrative, and some amount of self-directed and contemporary presentation of the concepts. This provides the evidence for the role that emotions play in the learning process. Storytelling creates episodic memories which carry emotional “tags” that enable a connection to the learning of material with experiences from the past. Stories evoke feelings and engage the senses instead of simply listing facts, abstract ideas, or concepts.



Participant enters booth and begins experiment



Brainwave activity is captured as subject completes experiment



Participant views scenario-based Skillsoft video



Participant completes IQ test

³ “Massachusetts Institute of Technology Neuroscience Research Initiative.” Sponsored by Skillsoft and Accenture, August 2019.

HOW SKILLSOFT DELIVERS: LEARNING THAT IS PROVEN TO BE EFFECTIVE

Skillsoft's Leadership Development Program (SLDP) is developed based on the most current research findings on instructional strategy and course design for adult learners and is proven to be effective. The program offers superior learning outcomes through comprehensive scenario-based video course content. The SLDP program also utilizes characters including a "leader mentor" throughout the portfolio of leadership courses, which utilizes high-impact drama and pragmatic storytelling within the scenarios to contextualize learning and encourage retention.

Read this blog entry to learn more about the results of Skillsoft's research with MIT and Accenture.

[READ MORE](#)



INSIGHT #3: **LIVE INTERACTION VIDEO WITH SCENARIO-BASED CONTENT**

Video course design has a direct effect on learning outcomes and good design can improve employee engagement and retention. Through an independent, design-focused research firm, Skillsoft uncovered evidence that live interaction video with a scenario-based approach is greatly appealing to learners and this format also delivers higher learning outcome scores. Research participants found live interaction videos to be more realistic and contextualized by mirroring what they encounter in their workplaces. The respondents shared that the discussion-based format was easy to follow and supported comprehension. The respondents also showed an overwhelming preference for more mixed formats with real life examples and textual reinforcement to drive key points home as opposed to the more common and widely used video design of a single presenter talking to a camera.⁴



⁴ “Video Design Research Survey.” Conducted by Mad*Pow, an independent design-focused research firm, 2019.

HOW SKILLSOFT DELIVERS: ENGAGING LEADERSHIP STORIES

Skillsoft Leadership Development Program (SLDP) delivers live interaction video with scenario-based content that directly models the critical human-interaction elements important to leadership pedagogy, such as body language, tone, and behavior. SLDP offers high-definition, video-based course content that covers today's most critical leadership competencies. The program provides more than 60 minutes of scenario-rich video-based instruction, further broken into 5 to 8-minute single concept segments to support micro-learning. The use of vignettes and role plays with behavioral demonstration leverages one of the most valuable methods for training future leaders, and the use of a mentor leader is akin to providing mentorship at scale.

Watch a sample of Skillsoft's Award Winning SLDP Scenario Videos, *"Leading Change — Commitment to taking Action."*

[CLICK TO WATCH](#)



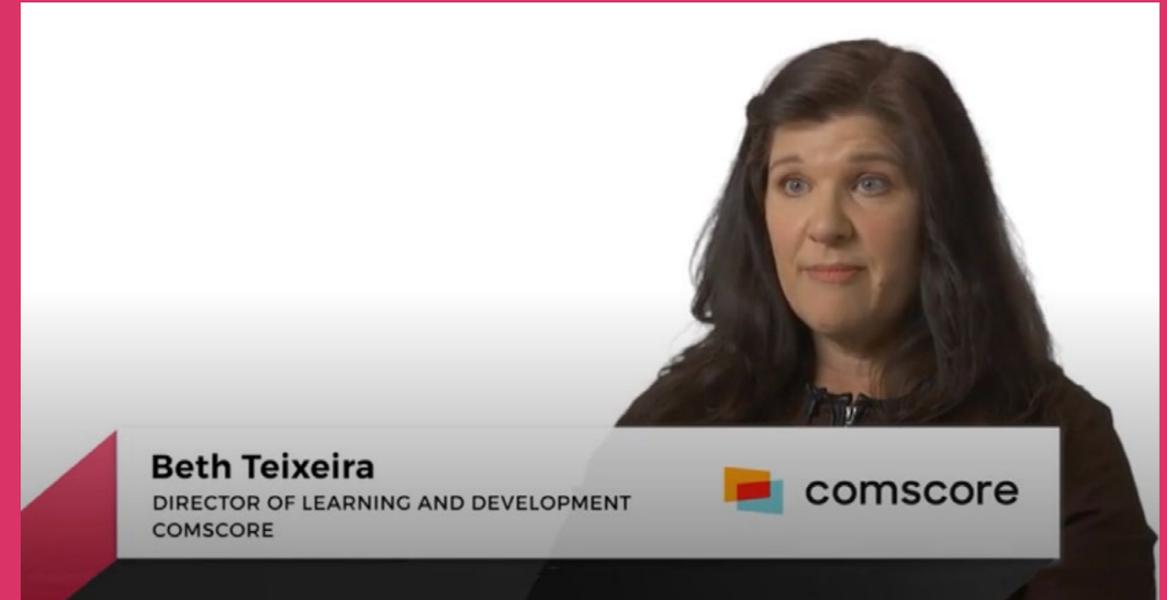
CUSTOMER SUCCESS: COMSCORE

Comscore is a recognized global leader in cross-platform measurement of audiences, advertising, and consumer behavior across platforms. Comscore sought to create a management development program that is global, scalable, provides continuous learning, and ties to performance. To achieve this, Comscore designed the Accelerating Manager Performance and Development (AMPD) a self-paced blended learning program for people managers.

AMPD is populated with Skillsoft content and revolves around 12 core manager competencies. Each monthly topic is broken down into daily five-minute sessions to encourage immediate application. Skillsoft's multi-modal micro-learning content is curated in an easy-to-navigate format so learners can quickly focus on specific skills according to their individual development plans (IDP). This program is already generating significant savings and enabling participants develop their skills quickly and without disruption to productivity.

“Our employees say the Skillsoft on-demand content is over the top. It has changed the way our employees view our organization and the resources available to them.”

***Beth Teixeira,
Director of Learning and Development,
Comscore***



Click to watch Comscore's Beth Teixeira explain how Skillsoft helped them overcome organizational learning challenges.

CLICK TO WATCH



CONCLUSION

Investing in a corporate leadership development program is an important decision with implications that can impact the future success of your organization. Adopting high-quality content that can engage learners in the way they prefer to learn is the future of corporate learning. Skillsoft delivers expertly crafted course content that is based on scientific evidence and design-focused research. Skillsoft is trusted by thousands of the world's leading organizations, including 65 percent of the Fortune 500.

Register for a free trial or request a demo.

REQUEST A DEMO



To learn more, visit www.skillsoft.com or contact your Skillsoft representative.



ABOUT THE AUTHOR



HEIDE ABELLI **SENIOR VICE PRESIDENT, CONTENT PRODUCT MANAGEMENT,** **SKILLSOFT**

Heide is Senior Vice President of Skillsoft's training and development content and is also responsible for its Leadership & Business Skills content portfolios. She joined Skillsoft in 2016 and is responsible for driving innovation across all content areas, with primary responsibility for leadership and business skills.

Heide has extensive experience in the publishing, media, educational technology, and corporate training sectors. She has developed award-winning eLearning products in the leadership and business skills content areas, including interactive simulations, video-based courses, case studies, and experiential learning solutions.

Heide is passionate about leveraging technology to improve the practice of management. She is also a thought leader in the areas of training and development, and management and leadership. She has been quoted in numerous publications including *Forbes*, *The Economist*, *CLO Magazine*, *HR Drive*, *Business Insider*, *INC*, *Deal Crunch* and *Learning Solutions*, to name a few. She is also a frequent participant in panel discussions and a presenter at leading industry conferences. Because Heide has also held leadership roles in product development, innovation, and product management at Fortune 100 companies, she has her finger on the pulse of what organizations need to train and develop today's leaders, especially in a digital economy.

Heide holds an MBA with distinction from Harvard Business School and is on the faculty of the Management and Organization Department of Boston College's Carroll School of Management. She was recently awarded a Top 50 Women in Technology award by The National Diversity Council.

ABOUT SKILLSOFT

Skillsoft delivers digital learning, training, and talent solutions to help organizations unleash their edge. Leveraging immersive, engaging content, Skillsoft enables organizations to unlock the potential in their best assets — their people — and build teams with the skills they need for success. Empowering 45 million learners and counting, Skillsoft democratizes learning through an intelligent learning experience and a customized, learner-centric approach to skills development with resources for Leadership, Technology and Development, and Compliance.

Skillsoft and SumTotal are partners to thousands of leading global organizations, including many Fortune 500 companies. The company features three award-winning systems that support learning, performance and success: Skillsoft learning content, the Percipio intelligent learning experience platform, and the SumTotal suite for Talent Development, which offers measurable impact across the entire employee lifecycle.

Learn more at www.skillsoft.com.

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